A Ph.D. Synopsis Entitled

"An analytical Study of the colleges providing commerce education in promoting entrepreneurship - with Special reference to Pune City"

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The Title

" An analytical Study of the colleges providing commerce education in promoting entrepreneurship - with Special reference to Pune City ”

INTRODUCTION :

Entrepreneurship is set of activities undertaken by an individual in order to bring together various resources and ideas and combine them to process a commercially acceptable product. In simple words entrepreneurship is the process of changing ones idea into a successful business venture.

Entrepreneurs are an important resource to a country. They create employments. According to TiE (The Indus Entrepreneurs, a non-profit organization, promoting entrepreneurship, www.tie.org), each entrepreneur creates 30 jobs. They help in offering new products and services, and generating taxes for governments. They drive the country towards economic growth.

Nearly 60% Indians possess strong entrepreneurial qualities like optimism, business-mindedness, persistence. But very few starts new businesses (Gallup 2013) some of the reasons for which include bureaucratic potholes, poor infrastructure, right type of funding, personal risks , cultural barriers. Moreover educational system in India is held within rigid boundaries which prepare students to take up traditional employment rather than instilling the confidence to do something that one likes. Also, Gallup's recent study found that only about 22% of aspiring entrepreneurs have the adequate access to training. Another study found that more than 80 per cent of the students in the developed nations learn at least a skill or a trade before they turn 14 years of age. But, it was only 4 per cent in India.

All these reason lays more emphasis on the role of educational institutions towards the development of entrepreneurial abilities in individuals.

ENTREPRENEURSHIP EDUCATION IN INDIA

Entrepreneurship education is an important factor in determining and developing entrepreneurial qualities in individuals. The entrepreneurial education in India post independence was a result of government focusing to design the measures for encouraging self employment and founding small and medium enterprises. As the economy transitioned from being primarily agrarian into one that has significant contribution from other sectors, it was felt that the most pressing requirement was education that would enable need-based entrepreneurs to make forays into these emerging sectors. Consequently, in the 1960s and 70s, entrepreneurship education was almost exclusively delivered in the form of training programs, offered by institutions under the aegis of State and Central Governments, and by financial institutions receiving support from the Government. Some of these institutions include.

- Training and counselling institutions (NISIET, SISI, TCOs, EDI)
- Financial institutions like SBI, IDBI, TDICI, RCTC, etc.
- Development boards (STEPs, EDCs, TBIs)

But it was not until post liberalization phase in India after 1991 when the country not just saw the potential of entrepreneurship as an employment generator but also as a means of economic growth and wealth creation. By the end of 90's entrepreneurs viewed great success of Indian firms particularly in IT sectors. This encouraged several institutions, NGO's, B-schools, industrial units and consultancies to strengthen the entrepreneurial ecosystem in the country and to establish the mode of education which was not based only on training. Some of these include

- NIESBUD
- NSTEDB
- TiE (The Indus Entrepreneurs)
- NEN

Entrepreneurship education is still at nascent stage in India, according to surveys in 2010, there were some 1,500 students getting Entrepreneurship education from the institutions that are solely into Entrepreneurship education, while 4,700 students had enrolled to entrepreneurship programs at various business schools and institutions across India, which increased to 44,500 students enrolled to such programs. Many top business schools in the country such as IIMs, XLRI and SP Jain Institute of Management offer specific programs in Entrepreneurship. IIM-Ahmadabad's Centre for Innovation, Incubation and Entrepreneurship has short and long term programs. The NS Raghavan Centre for Entrepreneurial Learning in IIM-Bangalore has a management program designed for entrepreneurs and family businesses. They also have tie-ups with Babson College in Massachusetts, known for their entrepreneurship options and the London School of Business, known for their global entrepreneurship program. IIM-Calcutta has international collaboration with Yale University's entrepreneurship program for innovation. The Narsee Monjee Institute of Management Studies (NMIMS) in Mumbai offers a two-year course on family business management tailored to groom individuals who are taking over a family-owned business. The Indian School of Business (ISB) in Hyderabad offers executive management and post graduate programs in entrepreneurship education.

As above mentioned institutions are engaged to run professional courses for post graduate management students only, so it has got many limitations. Entrepreneurship is now a day's is the need of hour, therefore it should reach to masses. The educational institutions plays important role (especially those, who are offering commerce education) in development of entrepreneurial competencies through various courses, training and development programs. These may be in the form of short term or long term programs, requiring graduation or no by an individual.

Therefore researcher has selected the topic " An analytical Study of the colleges providing commerce education in promoting entrepreneurship - with Special reference to Pune City ”

Educational institutions (offering commerce education) provide a platform for individuals to nurture their creativity and innovativeness. These play an important role both in financial and technical assistance to the individuals through guides, mentors and consultants.

OBJECTIVES OF THE STUDY :

The Indian economy needs emergence of new, innovative and enthusiastic entrepreneurs and education is an important factor in developing entrepreneurial competencies in an individuals. India is a young country with average of about 63 per cent population currently being in the working age group of 15 to 59 years. Studies have found that entrepreneurship prevalence rates are highest in the 25-34 age groups. But this advantage could become a barrier if the youth is not able to develop the appropriate skills including entrepreneurial skills. The educational institutes have a major role to play in this.

In this context primary objective of this study is to explain the role of educational institutes (colleges providing commerce education) in developing and nurturing the entrepreneurial competencies in the youth.

Following are the other objectives of the study

- To explain the importance of entrepreneurial education and early motivation of potential entrepreneurs and challenges faced by the entrepreneurs.
- To understand the importance of institutional support in various functional areas in the process of entrepreneurship.
- To find out and discusses the steps taken towards the promotion of entrepreneurial education.
- To identify the problems faced by colleges in promoting entrepreneurship to suggest remedies.

SIGNIFICANCE OF THE STUDY :

After 1991, when India opened its economy to the world a greater emphasis have been laid down upon the entrepreneurship. Attempts at various levels have been made to promote entrepreneurship among individuals. Unfortunately, the education system prevailing in India prepares individuals to seek for traditional employment rather than instilling the confidence to do something that one likes. It is important to note that the curriculum of traditional courses is designed such that it results in an individual as a job seeker and not job provider. Universities need to differentiate between their related business and entrepreneurial courses.

Entrepreneurship is the need of hour and educational institutions especially providing commerce education plays a vital role to fuel entrepreneurship in the youth.

SCOPE OF THE STUDY :

Scope of the study is very vast because Education institutions comprises of all Colleges include Junior colleges, Senior colleges of various discipline such as Humanities, Commerce, Science, Engineering, Vocational, Management, etc.. coming under the University.

Researcher has limited the scope of the study to the Educational institutions offering education in commerce stream, with reference to Colleges coming under the limit of "Pune Municipal Corporation & Pimpri Chinchwad Municipal Corporation ", Pune City, Maharashta state. The researcher has selected Under Graduate senior colleges.

PERIOD OF THE STUDY :

Since the research is related to the Educational institutions, the full academic year starting from June to May is considered as one year. The present study will cover period for a decade (10 Years) from the Academic year 2008-09 to 2018-19.

SATEMENT OF THE PROBLEM:

The colleges providing commerce education in Pune city require to promote entrepreneurship at large scale to reach for masses.

HYPOTHESIS :

H1. Colleges providing commerce education are emphasizing more on placement activities rather than promoting entrepreneurship.

H2. Colleges providing commerce education as a traditional course are lagging behind promoting entrepreneurship as compare to those who are offering professional courses like B.B.A., B.B.M, B.C.A.,M.B.A. etc..

H3. Traditional Entrepreneurs don't consider formally learned entrepreneurs as their competition

H4. Commerce stream being a traditional branch of education don't have relevance to promotion of entrepreneurship.

RESEARCH METHODOLOGY :

- **Research Design**:

  In this research, Researcher has chosen Educational institutions* for the study of their role in promoting entrepreneurship. The method used for this research is descriptive research. This research is going to cover colleges coming under entire "Pune Municipal Corporation & Pimpri Chinchwad Municipal Corporation", Pune , Maharashta state.

- **Population of the Study :**

  The study covers all colleges in the Pune city who offers education in commerce faculty.

- **Geographical Location :**

  Pune City - Rationale for selecting Pune city is that Pune City is considered to be educational hub of the country.

- **Sample :**

  The educational institutions coming under the limit of Pune Municipal Corporation & Pimpri Chinchwad Municipal Corporation.

- **Sample Size :**

  105 educational institutions in Pune City

- **Sampling Method :**

  Clustered Random Sampling

  Educational institutions found in the various parts of the city are grouped and from each cluster respondents are randomly selected. If necessary they will be stratified and from each stratum respondents are randomly selected.

DATA COLLECTION:

- Primary Data :

  Primary data collected for this research is related to Entrepreneurship promotion activities of Education institutions* through field surveys, direct interviews of students, staffs and administrative authorities with the help of different questioner. In this information regarding workshops conducted for technical assistance for new enterprise creation, motivational seminars by successful entrepreneurs, exhibitions, workshop on Innovative thinking, etc... will be collected.

- Secondary Data :

  Secondary data collected from various other sources like reference books, Economic surveys, census statistics, websites, magazines, News paper articles, annual reports, existing entrepreneurs, past aluminise of the college, past employees etc... Another data collected from peer competitors & other stakeholders of the institution. Information collected as a secondary data may be collected in hard copies or it may be in soft copy.

- **Research Tools:**

  - Appropriate and effective statistical tools covering the study will be used.
  - Questionnaire will be framed
  - Structured interview schedules will be framed
  - Appropriate statistical tests will be conducted to test the validity of the data collected and analysis the data collected

Educational institutions* : Colleges offering education in commerce stream to Under Graduates

- **Pilot Study**

  A pilot study will be conducted to test the questionnaire and interview schedule and to sharpen the statistical tools which would be used in the study

LIMITATIONS OF THE STUDY :

Limitations of the study are as under -

1. The study covers only Educational Institutions providing education in commerce stream only.

2. The researcher has selected Under Graduate senior colleges only.

3. Region covered for the study is limited to area coming under "Pune Municipal Corporation & Pimpri Chinchwad Municipal Corporation in Pune City.

4. Tenure taken into the consideration for the study is Ten years only.

5. The data which has been used for this study mainly primary data, which will be directly collected from colleges through surveys and interviews, etc.. therefore the limitations of the primary data applies to this research work as well.

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CHAPTER PLAN :

1. Introduction - An Overview

2. Review of Literature

3. Entrepreneurship Development in Pune City

4. Study of the colleges providing commerce education in promoting entrepreneurship - with Special reference to Pune City

5. Evaluation and analysis of data collected of the colleges providing commerce education in promoting entrepreneurship and analysis

6. Summary, Findings, Conclusion and Suggestions

BIBLIOGRAPHY

Sign of Research Guide Sign of Research Student